

# Alaska



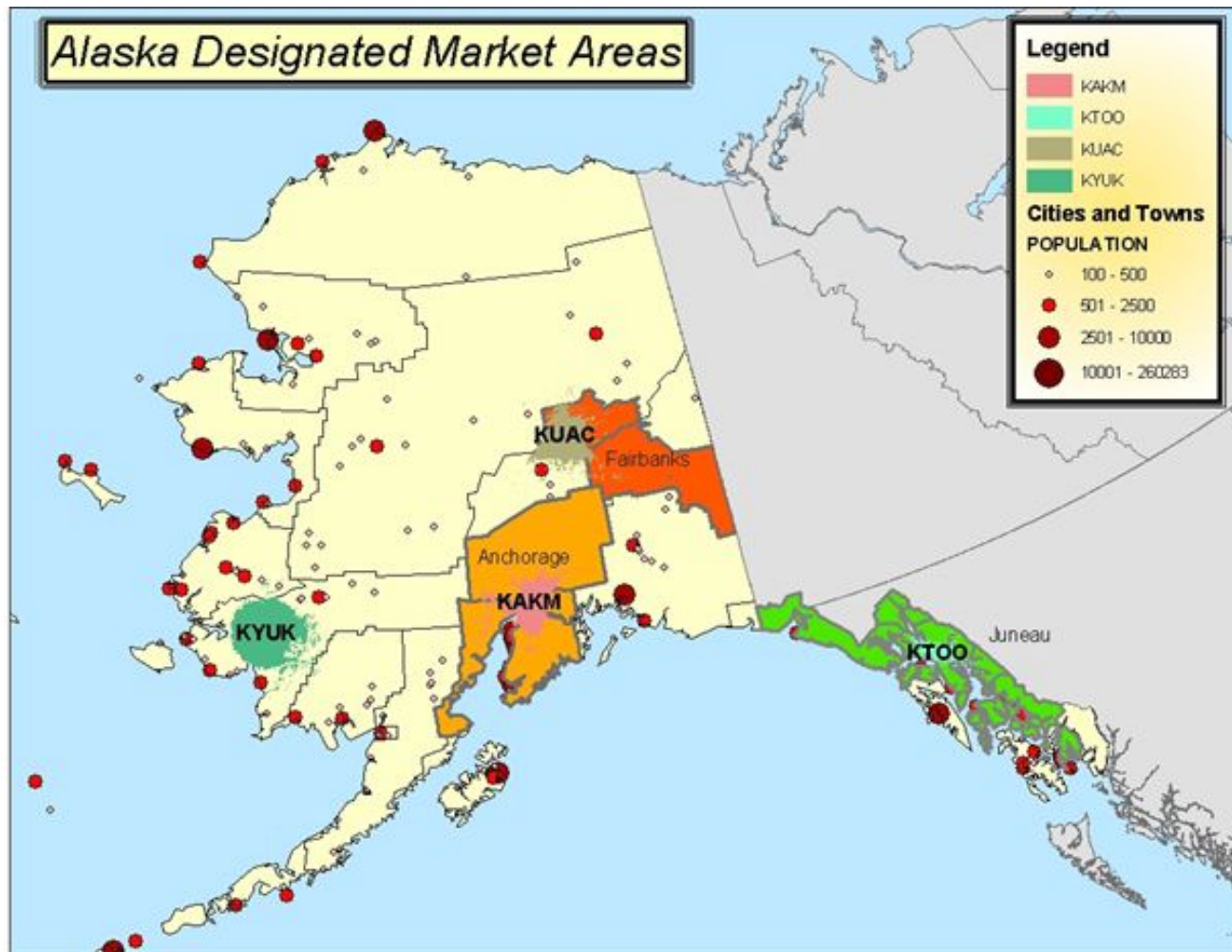
- 591,000 square miles
- 33% of America's shoreline
- 2x the size of Texas, 470x the size of Rhode Island
- Total population: 648,818
- 25% live in places only reached by plane or boat

# Alaska

- Week's food for four:
  - Anchorage \$106
  - Bethel \$186.97
  - Naknek \$214.39
- Gas in Nikolai:  
\$5 a gallon
- Airfare from Kotzebue  
to the capital in  
Juneau: \$773.16









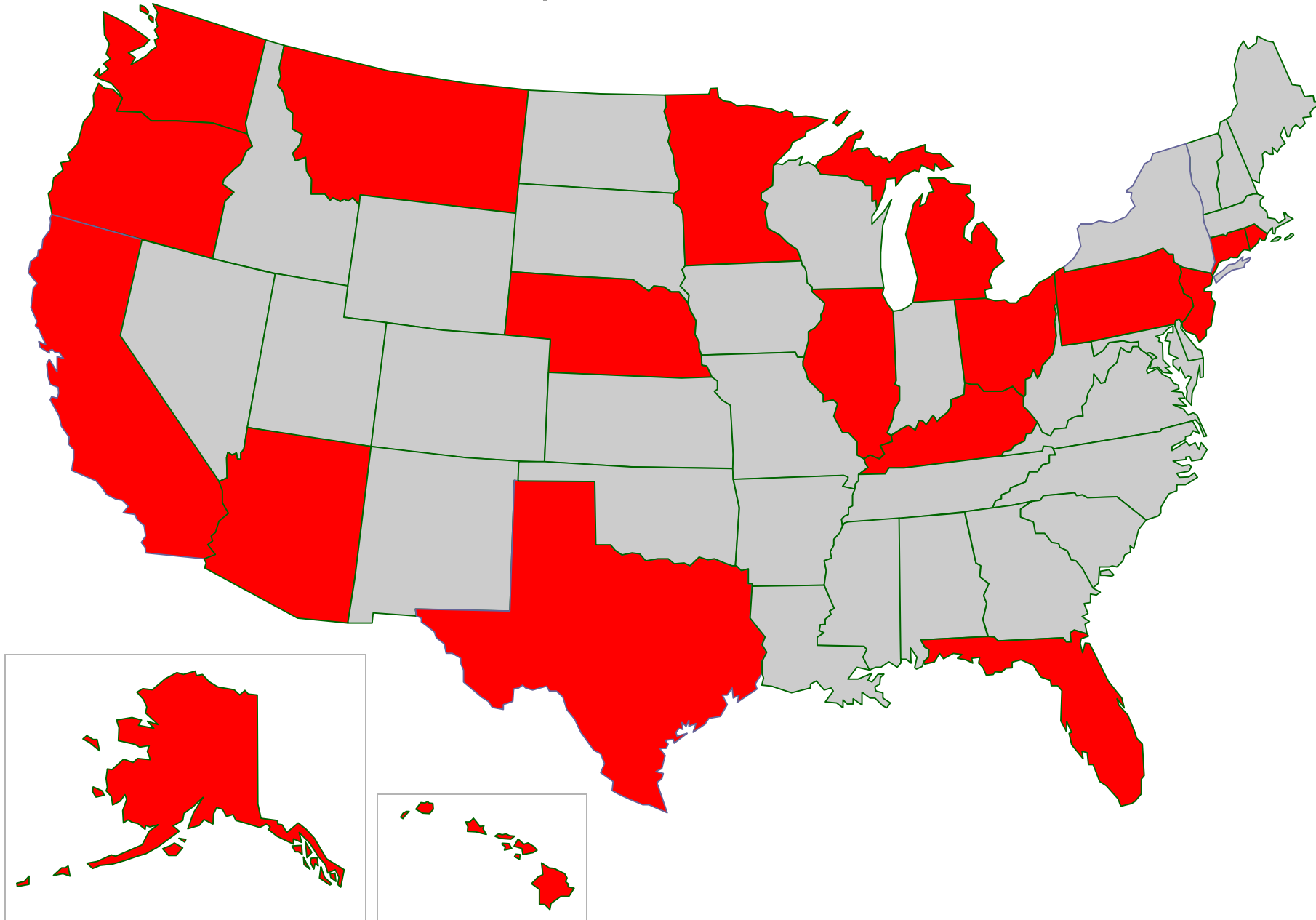
- Joint licensee
- \$2.4 million budget
- Nielson DMA 206 of 208 – 60,000 persons
- 30 staff
- 1 of 4 Alaska PTV stations

# Public Affairs Channels

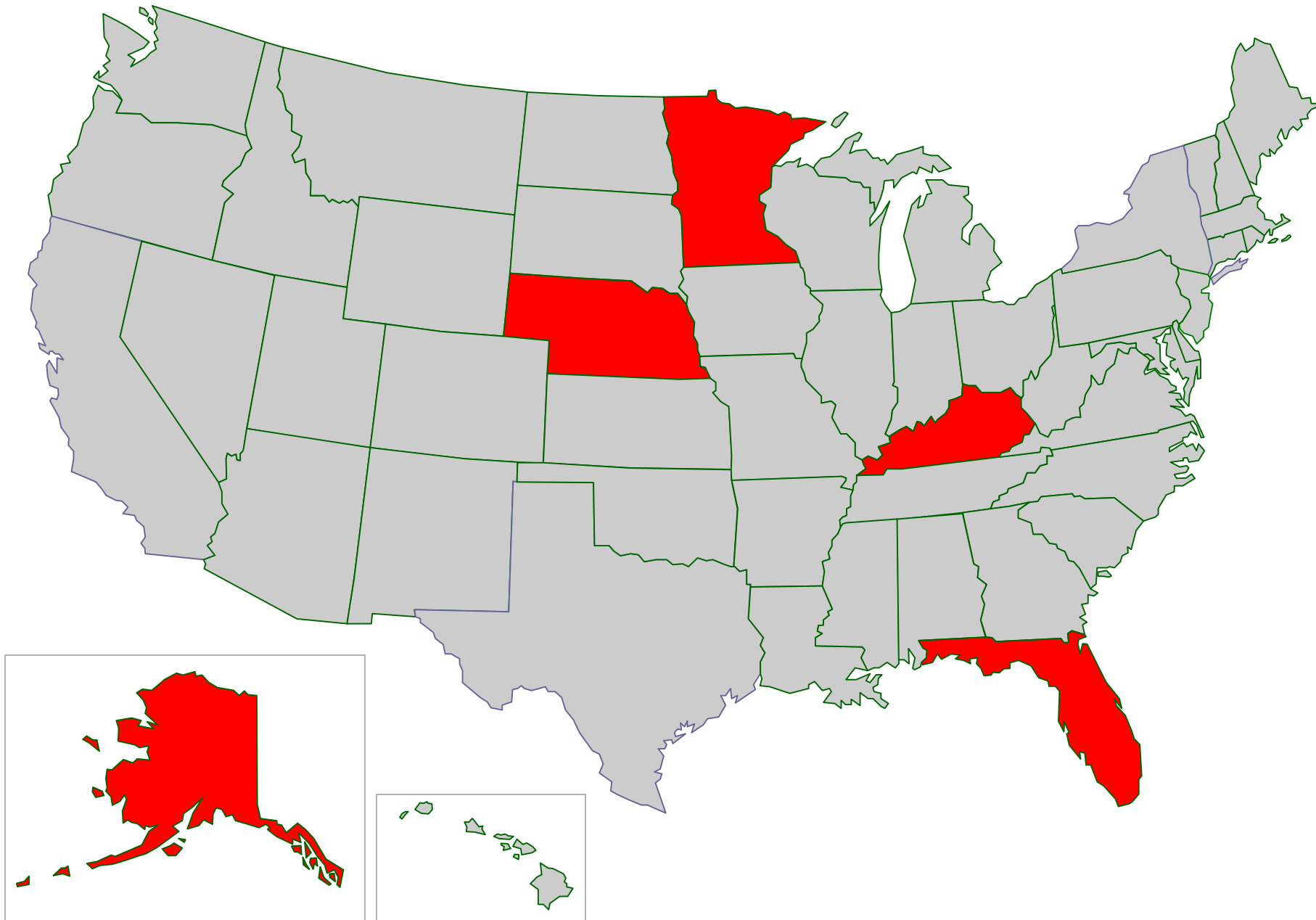
- 19 states
- Provided by
  - State legislatures
  - Cable consortiums
  - Non-profits
  - PBS stations



## 19 states with public affairs channels



## 5 channels affiliated with PBS stations





2 PBS stations operate the channels independently





- Looks like C-Span
- Seasonal during Legislative session
- Started 1995
- Funded by private sector and City of Juneau
- Shoestring budget, simple production values





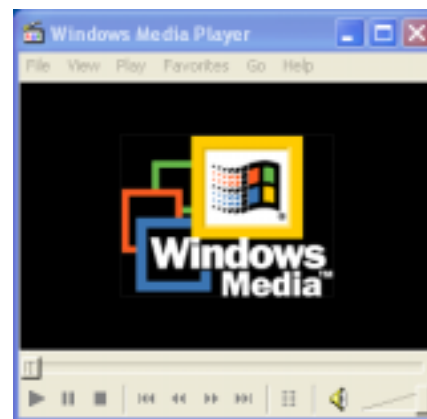
Distributed by

- GCI Cable
- Dish Network
- Webcast at <http://stream.ktoo.org/gavel>
- Additional live audio streams



- Annual budget = \$577,000
- Satellite lease = \$260,000/year
- Production costs = \$317,000 for 5 months
- Fully funded by municipal grant and private sector sponsors
- No cable revenue
- No state funding

# The Alaska Channel



Proposed 24/7 Alaska public affairs channel

Distributed on leased satellite channel

Delivered by

- Alaska PTV DTV transmitters/translators
- Cable & DBS
- Broadband

# The Alaska Channel content



State and local  
government  
meetings and  
events



Alaska history, arts  
and culture



# The Alaska Channel content



Outdoor recreation,  
wildlife and natural  
history



Alaska Native culture  
and traditions

# The Alaska Channel content



News and weather for  
rural Alaskans



Live Alaska talk

# The Alaska Channel content



Programming from

- Gavel to Gavel Alaska production unit
- Alaska's 4 PTV stations
- Independent producers
- Commercial partners
- Archival & historical
- Local/state government
- Acquisition of Alaskan-interest programs

# The Alaska Channel



## Content characteristics

- Alaska sense of place
- Engaged in civic life and good citizenship
- Proud of Alaska's history
- Respectful of Alaska's cultures
- Politically neutral

# The Alaska Channel

## Production characteristics

- Very low cost per hour
- Simple production values
- Simple interstitials
- Alaska look and feel – familiar images



# The Alaska Channel

Builds on partnerships

- State government
- Municipal government
- University of Alaska
- PTV stations
- Commercial broadcasters
- Cable & DBS







# The Alaska Channel

Builds on existing capacity

- Statewide cable channels
- Underused satellite and Internet bandwidth
- Multicast channels on DTV transmitters/translators
- Federal/state investment in digital infrastructure



# The Alaska Channel

## Incremental startup costs

- Distribution \$130,000
- Year round operations \$225,000



# The Alaska Channel

## Incremental startup costs

- Distribution \$130,000
- Year round operations \$225,000

## Incremental expansion costs

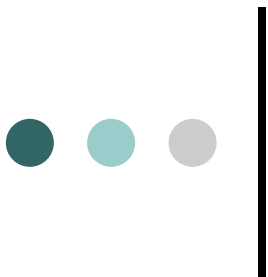
- Field acquisition unit \$400,000
- Daily newscast unit \$300,000
- Daily talk programming \$250,000
- Education and outreach \$150,000



# The Alaska Channel

What's next?

- CPB DSF funding for pilot project
- Pilot on air by Fall 05
- Funding for full operation by Fall 06
- New program launches 2006 - 2008



**KTOO** 